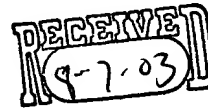


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No. of Pages: 09 (including cover)

Date: Thursday, August 07, 2003

Hall, David A./37337.6023

Message:

Please see attached draft telephone discussion agenda for call at
2:30 pm today August 7.

8:18:56 AM

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Berg, et al.

Serial No.: 09/713,843

Conf. No.: 4800

Cust. No.: 33123

Filed: November 15, 2000

For: *COMPUTER HIERARCHICAL
DISPLAY OF MULTIPLE DATA
CHARACTERISTICS*

Art Unit: 2173

Examiner: N. Pillai

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper and the attached papers are being sent by facsimile to the United States Postal Service at 703-746-9272 and 703-746-7240 on the date indicated below and addressed to:

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Aug. 7, 2003

Date

David A. Hall

Signature

DRAFT DOCUMENT RE TELEPHONE INTERVIEW

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This is a draft agenda offered in response to the Examiner's request in advance of the scheduled telephone interview. This document is submitted in connection with a response to the Office Action mailed April 9, 2003.

REMARKS

Applicants would like to thank the Examiner for agreeing to conduct a telephone interview with the undersigned representative to discuss the Office Action. It is believed the telephone interview will more effectively advance the prosecution of this application. Pursuant to the Examiner's request, this documents provides a draft

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agenda for the telephone interview, not to be part of the file record.

Claims 1-33 are pending in this application. In the Office Action dated April 9, 2003, the Examiner rejected the claims over U.S. Patent No. 6,307,573 to Barros. In particular, at Page 2, Paragraph 3 of the Office Action, the Examiner asserted that claims 1-13, 15, 16, 19-24, and 26-33 are anticipated by the Barros patent, and at Page 9, Paragraph 4, the Examiner asserted that claims 14, 17, 18, and 25 are rendered obvious in view of the Barros patent. It is submitted that Barros is not applicable to the claimed invention and that the claims, as originally filed, are patentably distinguishable over Barros and the art of record. The primary points to be made by Applicants are as follows:

(1) Barros relates to conventional mapping representations of data, whereas the claimed invention relates to so-called treemaps. Some of the unique features of treemaps are exemplified by the "Peet's Coffee & Tea" Web site, which was designed by the Applicants and which utilizes the features of the claimed invention. The "Coffee Selector" feature of the Web site provides a treemap display of the type described in the pending application. The Peet's Coffee & Tea Web site can be accessed at:

http://www.peets.com/tast/11/coffee_selector.asp

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For example, compare Fig. 6b of the Barros patent with Fig. 7 of the present application and the Peet's Coffee Web site operation. It can be seen that a treemap is characterized by display of a field area (the largest rectangular area of the Web site display) that represents a data criteria, that is, the entire range of data values in a data set. The Barros patent, not being a treemap, cannot represent data in this fashion. No amount of dynamic annotations or pop-up windows can transform Barros into a treemap display.

(2) The differences between Barros and the novel treemap of the present invention are reflected in the claims of the application. For example, Claim 1 recites:

1. A method of processing user criteria to retrieve a portion of data and display it to the user, the method comprising:
receiving user criteria that specifies a subset of the data with respect to multiple data criteria;
retrieving the data subset from the data; and displaying the data subset in a display defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas, each of which has a display area that is indicative of a first data criteria of the data subset, and wherein the

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area of each bounded field areas is further divided into subfield areas, each of which has an area that is indicative of a second data criteria of the data subset; and

displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a boundary of the bounded subfield area to show data relating to the bounded subfield area, and displaying a menu window adjacent to the bounded subfield area in response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset and can receive user criteria from the user to specify additional information relating to the bounded subfield area.

It is conceded that the first operation might be performed by Barros, to wit, receiving user criteria that specifies a subset of the data with respect to multiple data criteria. The second operation, however, is a characteristic of treemaps, and cannot be performed by Barros. In particular, Barros is not capable of

. . . displaying the [retrieved] data subset in a display defined by a two-dimensional field array of information, wherein the field array of the display is divided into a plurality of two-dimensional bounded field areas, each of which has a display area that is indicative of a first data criteria of the data subset, and wherein the area of each bounded field areas is further divided into subfield areas, each of which has an area that is

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indicative of a second data criteria of the data subset,
as recited in Claim 1.

For example, it is noted in the specification with reference to Fig. 3 that "Each field area 340 consumes a two-dimensional display area that is indicative of a first data criteria, such as a group data category, of a data subset. That is, each of the field areas 340 represents a particular group of data or category of data." As noted above, a treemap characteristically represents a data criteria, that is, the entire range of data values in a data set, in a field area.

Thus, the second limitation of Claim 1, "retrieving the data subset from the data; and displaying the data subset in a display defined by a two-dimensional field array", distinguishes the claimed invention over Barros.

The last limitation of Claim 1 also distinguishes over Barros. The last limitation refers to the bounded field areas and subfield areas, which Barros (not being a treemap) cannot provide. The last limitation of Claim 1 recites:

displaying a subfield detail window adjacent to one of the subfield areas in response to moving a display cursor over a boundary of the bounded subfield area to show data relating to the bounded subfield area, and displaying a menu window adjacent to the bounded subfield area in

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response to a mouse click on the bounded subfield area such that the menu window shows information relating to the bounded subfield area data subset and can receive user criteria from the user to specify additional information relating to the bounded subfield area.

None of these features can be provided by Barros. In fact, these features cannot be provided by any known treemap systems at the time of this invention. Therefore, Claim 1 is patentable over Barros and over the other art of record in the application.

(3) All of the independent claims contain limitations that distinguish the claimed invention over Barros and the art of record. For example, Claim 7 recites as follows:

7. A method of presenting information regarding plural products on a computer display screen for perusal and selection by a user, the method comprising:

displaying a product review page on the display screen, the product review page comprising one or more two-dimensional, bounded field areas, each bounded field area corresponding to a particular product category, wherein one or more of the bounded field areas is divided into plural bounded subfield areas, each of the bounded subfield areas

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corresponding to and representing a product, and wherein each bounded subfield area has a first attribute that is indicative of a first characteristic of the corresponding product;

displaying a menu box that provides the user with the ability to insert any product corresponding to a subfield areas into an electronic shopping cart;

providing the user with the ability to perform a single action to initiate a purchase transaction of all of the items in the shopping cart.

As with Claim 1, the invention of Claim 7 recites novel features that distinguish over the cited art, including the display of a product review page "comprising one or more two-dimensional, bounded field areas, each bounded field area corresponding to a particular product category, wherein one or more of the bounded field areas is divided into plural bounded subfield areas, each of the bounded subfield areas corresponding to and representing a product, and wherein each bounded subfield area has a first attribute that is indicative of a first characteristic of the corresponding product."

Claim 19 is an independent apparatus claim that includes limitations that are analogous to those of Claim 7. Claim 29 is a program product type of apparatus claim that includes limitations similar to those of Claim 7.

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Accordingly, Applicants respectfully submit that all the pending claims 1-33 are patentable over the cited references.

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REQUEST FOR ALLOWANCE

In view of the foregoing, Applicants submit that all of the pending claims in the application are patentable. Accordingly, reconsideration and allowance of this application is earnestly solicited.

Respectfully submitted,

By: David A. Hall
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Attorney for Applicants

SD 622957 v1 (37337.6023)

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